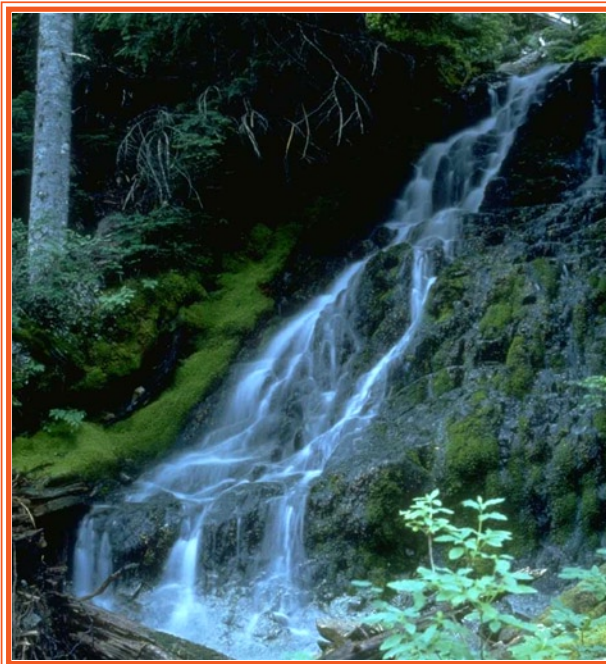


POLLUTION PREVENTION WEEK PLANNING CALENDAR

April/May

- ☐ Identify individuals within your organization interested in helping to coordinate activities.
- ☐ Partner with other local agencies, business groups, and/or community/environmental organizations.
- ☐ Convene a planning group meeting.
- ☐ Review list of suggested activities.
- ☐ Brainstorm on other possible activities suitable for your group.
- ☐ Determine the focus and target audience of events.
- ☐ Select activities for National Pollution Prevention Week.
- ☐ Empower a lead person to coordinate efforts.
- ☐ Develop checklists and deadlines.
- ☐ Assign tasks to group.
- ☐ Check out DTSC's Promotional Materials at www.dtsc.ca.gov/PollutionPrevention/index.html
- ☐ Discuss getting a proclamation/resolution passed (see enclosed sample).
- ☐ Other: _____



July

- ☐ Start developing your promotional plan.
- ☐ Secure locations and speaker to hold events.
- ☐ E-mail DTSC to update them about your P2 activities via e-mail to: rludwig@dtsc.ca.gov.
- ☐ Contact other Pollution Prevention organizers in your region to discuss how you can work together, such as doing co-promotion and shared activities.
- ☐ Other: _____

June

- ☐ Draft materials like contact letters, flyers, and proclamations.
- ☐ Order or purchase materials.
- ☐ Plan distribution methods.
- ☐ Secure locations to hold activities.
- ☐ Identify and obtain event/activity speakers.
- ☐ Further develop identified activities.
- ☐ Develop time lines.
- ☐ Assign tasks.
- ☐ Determine if sponsors are needed.
- ☐ Collect information to distribute during activities.
- ☐ Other: _____

August

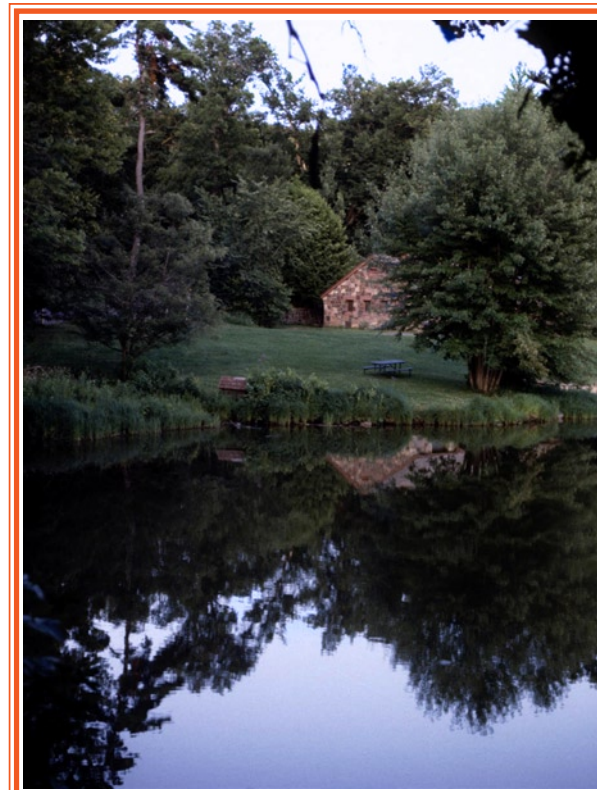
- ☐ Put promotional plan into motion, such as distributing posters and developing press release packets.
- ☐ Meet with business and community groups to announce activities.
- ☐ Solicit volunteers to assist with events.
- ☐ Submit proclamation/resolution for approval.
- ☐ Sign up for Western Regional P2 Network (WRPPN) Conference to be held in September 28-30 at the Granlibakken Facility in Tahoe City, California. Call (775) 689-6675 or www.wrppn.org
- ☐ Other: _____

September

- ☐ Submit and follow up on requests for media coverage and proclamation.
- ☐ Organize and train volunteers.
- ☐ September 19-25: Celebrate National Pollution Prevention Week!
- ☐ Sign up for WRPPN P2 Conference to be held September 28-30 at (775) 689-6675 or www.wrppn.org
- ☐ Other: _____

October

- ☐ Thank those who helped organize and support your activities.
- ☐ Evaluate the success of your activities.
- ☐ Send copies of media coverage (newspaper articles, TV news coverage, etc.) to the Department of Toxic Substance Control.
- ☐ Update press on the success of your events.
- ☐ Participate in WRPPN P2 Conference.



P2 Resources: Who to Call for Help

- ☐ **Cal/EPA Agencies**
 - + DTSC at 800-700-5854 or www.dtsc.ca.gov/PollutionPrevention/index.html
 - + California Integrated Waste Management Board at www.ciwmb.ca.gov
 - + Water Resources Control Board's Storm Water Program www.swrcb.ca.gov
 - + Air Resources Board at www.arb.ca.gov or call (800) END-SMOG.
- ☐ **Other Organizations Supporting P2!**
 - + Nevada Department of Environmental Protection, at (775) 689-6675
 - + Hawaii Department of Health, at (808) 586-4226
 - + Western Region P2 Network, www.wrppn.org
 - + National P2 Roundtable, at (202) 466-P2P2, www.p2.org
 - + US EPA, USEPA Region 9, www.epa.gov/Region9/cross_pr/p2/index.html

For more information on NP2W check out DTSC's web page at:

www.dtsc.ca.gov/PollutionPrevention/index.html
for the following information:

- ❖ "P2 Is On The Road" and "P2 Is In The Office" Factsheets
- ❖ "P2 Is In The House" Factsheet
- ❖ "P2 Is In The Garden" Factsheet
- ❖ P2 Poster (available in JPEG format)
- ❖ P2 Public Service Announcements (PSA) Scripts
- ❖ P2 Press Releases For Newspapers and Newsletters